U. S. DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Information Service
821 Market Street, Room 609
San Francisco, California
Western Area

Approx. Time: 15 min.

September 11, 1946

YOUR FAMILY'S FOOD
(Weekly Script No. 127)

(Time all scripts in advance. Suggest you make any changes desirable to fit script to local picture. News releases from this office, also PMA Summary are good sources of additional material.)

SUBJECTS: SHORT SUPPLY LIST
1947 POTATO GOALS
CROP OUTLOOK

PARTICIPANTS: Announcer
PMA

BANGING OF GAVEL

ANNOUNCER: Your Family's Food! This is YOUR program, brought to you by the United States Department of Agriculture... YOUR program to keep you up to date on the many factors that influence YOUR food supply.

And the man who has the answers to your questions....and mine....is _____, the Production and Marketing Administration representative here in _____.

PMA: Greetings, friends. Most everyone had plenty of opportunity to see the list of commodities in short supply, issued the first of this month by the Secretary of Agriculture. But few housewives probably wrote it down somewhere for future reference.

ANNOUNCER: And should they have written it down?

PMA: It's a good idea, I think, to know what foods are in short supply. It's something housewives can keep in mind, when they go shopping...then they can avoid the foods in short supply, and buy most heavily of the abundant foods.

ANNOUNCER: You have something there, all right. ...a list of foods you shouldn't buy....

PMA: ..Except that we don't have to be quite so restrictive. Let's call it a list of foods you should buy less of, while supplies are short. And aside from the shopping angle, the items in short supply also indicate the need for continued home food preservation.

ANNOUNCER: Quite a few canned items on the list, I take it...

PMA: Yes, a number of important canned fruits and vegetables. And, incidentally, several canned fruits now in short supply are the very ones now in abundance in fresh form.

ANNOUNCER: So the lack of the item in canned form is no problem at this time of the year.

PMA: No, but it might be a problem next winter, if we don't get some of the abundance into jars and on our pantry shelves. However, let's get down to brass tacks on the list of short supply items. I'd better repeat the important ones for the benefit of our listening housewives.

ANNOUNCER: A very good idea, _____, before we get off on some other subject.

PMA: As most of us know, wheat and rice were listed by the Secretary of Agriculture as "in short supply"...so were oat cereals, buckwheat flour, dry beans and peas. Milk and butterfat are also on the list, and that's understandable, because we're going into a period when milk production is normally down.

ANNOUNCER: However, it's a little difficult to cut down on the consumption of such an important food as milk.

PMA: I agree with you. In the case of milk, seems to me the important point is to use it carefully and to store it properly, so none will spoil during these warm fall days. Peanut oil and olive oil are in short supply, as nearly every housewife knows. Fresh oranges are in short supply right now, in terms of demand. And in the group of canned foods are canned apples, applesauce, peaches, pears, pineapple, fruit cocktail, fruit salad, mixed fruits, peach juice and nectar, pear juice and nectar and pineapple juice.

ANNOUNCER: And, as you brought out, peaches, pears, and apples are now plentiful on the fresh market. But, frankly, I haven't seen any great lack of canned peaches and pears in the grocery stores.

PMA: Well, remember, we're looking at this whole thing in terms of the nation's supply...and also the demand for the product from 140 million people. Certainly, in some towns there may be better supplies of certain canned items than in others...but over-all, the supply is insufficient to meet demand. That's also true of jams, jellies and preserves.

ANNOUNCER: Don't you think that's largely due to the shortage of sugar.

PMA: Yes....everything made from sugar seems to be on the short list. So are maple syrups, honey, candy, dessert powders, gelatine, soft drinks... Then, in the canned vegetable group, canned corn, tomatoes and tomato products except for tomato soup, and mixed vegetable juices were included in the September 1st short supply list.

ANNOUNCER: If these items are in short supply now, that must also mean that our inventories of them are low.

PHA: That's right. Some of our listeners have undoubtedly heard about the fact that this year's commercial pack of fruits and vegetables is expected to be large. However, part of this large pack must go toward rebuilding our inventories...which are quite low, after four years of war.

ANNOUNCER: So there's nothing at all inconsistent about the government's urging as much home food preservation as possible, even though the commercial pack will be large. Now, any other foods on the short list?

PHA: Right now, certain varieties of canned fish seem to be in short supply in relation to demand...although our total supply of fresh, frozen and canned fish for the coming year is expected to be ample to meet all needs. It seems that right now salmon, tuna, mackerel, pilchards, several types of Atlantic seaboard fish, and several types of tuna-like fish are on the short list.

ANNOUNCER: No wonder you hear housewives bemoaning the fact that they can't get any canned tuna.

PHA: ...Or brag about the fact that they've been able to get a couple of cans from the grocer. Tuna seems to be in the nylon class. And so does soap.

ANNOUNCER: I can see it's coming....our weekly reminder to save every bit of used kitchen fats and turn them into the butcher....

PMA: And since you've already taken care of that reminder, _____, by telling housewives that we need every bit of used household fat they can save and turn in, so there'll be sufficient quantities of inedible fats and oils for making soap, I'll go right on to our next subject...which is the potato situation, with emphasis on 1947 production goals.

ANNOUNCER: From the landslide of spuds we've had this year, I would hazard a guess that next year's potato production should probably be lower than this year's.

PMA : Right you are. The Department of Agriculture has announced a potato production goal for 1947 which would be around 72 million bushels less than our expected production for this year...and five million bushels less than the 1946 goal....

ANNOUNCER: Wait a minute...next year's goal would be only 5 million less than this year's...but 72 million bushels less than our actual total crop for this year. From those figures, it sounds as if potato growers went 'way over this year's goals.

PMA: They did...by about 67 million bushels. And when the '47 goals were announced, the Department gave growers assurance that the acreage goals set for individual farms would insure production according to needs...an effort would be made to prevent the waste which accompanies excessive production...and there would be an equitable distribution of the acreage among established growers.

ANNOUNCER: Some measures along these lines would seem advisable, after this year's experience.

PIA : As you probably remember, the Department of Agriculture has had to buy a considerable amount of potatoes this year as a price-support measure. And during July, for instance, about 90 percent of the total monthly sales of food and agricultural products by the USDA, under its food disposal program, were fruits and vegetables....and most of these sales were fresh potatoes. The potatoes were purchased by the Department under its price support program, and then they were resold to industrial outlets.

ANNOUNCER: These food sales...they're the surplus foods sold by the government to food distributors...and then food distributors sell these items back into regular trade outlets....

PIA : That's about it. However, the Department's domestic sales include items declared surplus by other Government agencies, and also products held in Commodity Credit Corporation stocks.

ANNOUNCER: At any rate, I can see that the Government can't go on buying potatoes forever.

PIA: Naturally, under the Steagall amendment, price support is provided for important crops. However, the Government would like to avoid costly price-support operations like this year's potato support program. So, next year, ONLY farmers who plant WITHIN their acreage goals will be eligible for price support.

ANNOUNCER: Well, say, that's something new in the price-support picture, isn't it?

PIA: Yes, this is the first time that farm acreage goals will be established in connection with price-support under the Steagall amendment...but there seems to be a need for something like this in view of what happened in potatoes this year.

ANNOUNCER: Of course, _____, this large potato crop was some help during the period when we had to send so much wheat abroad.....folks could eat more potatoes instead of bread.

PHA: True enough...but we haven't been able to eat up all the potatoes we've got, even so. And potatoes are too bulky and too difficult to keep in storage to be usable as an export crop. And next year, we definitely won't need so many potatoes. We're going to have plenty of cereals...and plenty of other fruits and vegetables. Potato growers can't expect a market next year that will expand enough to take care of all the potatoes they're able to produce.

ANNOUNCER: So, it's about time to call a halt on this increased potato production.

PHA: That's why next year's goal is set at the ten-year average for the 1935-44 period...and the national acreage goal is set at 2,631,000 acres...to give us a total production of 373 million bushels. Within that goal, is a 283,000-acre goal for early commercial potatoes...this is a reduction from the 384,000 acres planted to the early crop for 1946. And the 373 million bushels is calculated to fully take care of both civilian and military requirements for potatoes in 1947.

ANNOUNCER: We seem to have covered the potato situation from all angles... What other news have you for us today?

PHA : We're indebted to the Bureau of Agricultural Economics of the Department of Agriculture for another very cheerful crop report.

ANNOUNCER: Does that mean our farmers are still breaking production records?

PMA: They're doing just that. The all-time record volume of crops continues in prospect, despite the fact that we've had some adverse growing conditions for late crops in quite a few areas during August. The largest wheat crop in the history of our nation is practically harvested.

ANNOUNCER: And that's as good news to the rest of the world as it is to us. But how about corn? Things haven't been going so well in the Corn Belt, I understand...

PMA: Even so, the corn crop will still top all others.

ANNOUNCER: To refresh our memories, _____, what other crops are at record-breaking levels?

PMA : During the month of August, pears were added to the list. So, we now can look forward to record harvests of peaches, plums, truck crops, pears, corn, wheat and tobacco...and near-record crops of oats, rice and potatoes. And even though some crops are below average, such as cotton, rye, flaxseed, dry beans, sweet potatoes, pecans, buckwheat and sorghum grains, the year 1946 will still give us the largest total production of food and feed grains we've ever had.

ANNOUNCER: In a time of hunger and famine in many other countries of the world, there could be no better news from the farm front of America than that.

Our thanks to you, _____, for some more of the answers to questions in the minds of the Great American Family. Friends, that was your Production and Marketing Administration representative, _____. YOUR FAMILY'S FOOD will be presented again next week at this same time. This broadcast, a public service feature over station ____, is presented for farm and city listeners in _____. Your announcer has been _____.